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To: Russell Portenoy, MD
Sent: 8/17/2010 3:46:59 PM
Subject: burden of illness study/advisory board
Attachments: ver 1 Objectives Aug 6 2010.doc

Dear Russ,

I hope everything is going well. I wanted to ask you several questions on the burden of illness study as well as obtain your input on an advisory board that we are planning (draft objectives attached). I am hoping that you will be able to attend this advisory board to be held in early 2011. I have set up 30 minutes with your assistant to speak on Wednesday, September 15. I hope that is okay on your end and I look forward to speaking with you soon. Thanks. Have a nice rest of your day. Arvind

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Objectives of FENTORA Medical/Scientific Advisory Board, February 2011

Obtain national KOL feedback on burden of illness study

- Study design
- Clinical significance of the results
- Communication of the results including publication strategy
- Additional secondary data analyses

Obtain national KOL feedback on FENTORA clinical development program

Study on:

- 3052 validation analysis and clinical relevance of the results.
- Study designs and clinical significance of the results of both study 3055 and study 3056.

Obtain national KOL feedback on FENTORA Phase IV plans

Understand similarities and differences between cancer and non-cancer chronic pain and optimal communication strategies regarding chronic pain.

Obtain national KOL feedback on FENTORA on breakthrough pain treatment strategies including:

- Strengths and weaknesses of the clinical data on various approved and in-development rapid-onset opioids in relationship to FENTORA

Understand barriers to effective education including Independent Medical Education programs and obtain insights on optimal educational strategies to improve understanding and assessment of breakthrough pain.

Obtain national KOL feedback on approved FENTORA and Actiq REMS.

- Strengths and weaknesses of the approved FENTORA and Actiq REMS
- Opportunities for Cephalon to partner with other professional societies in order to successfully implement the REMS
- Best methods to successfully implement the FENTORA and Actiq REMS.